GOVERNMENT OF INDIA
TEXTILES
LOK SABHA

STARRED QUESTION NO:296
ANSWERED ON:08.08.2003
DEVELOPMENT OF HANDICRAFTS SECTOR
RATNA SINGH;SHIVAJI MANE

Will the Minister of TEXTILES be pleased to state:

(a) the main objectives of marketing and support services scheme:

(b) the funds released under the scheme to Central/State handicrafts Corporations during last three years;

(c) the achievements made under the scheme in terms of artisans and organisations benefited during the above period; and

(d) the steps taken/proposed to be taken by the Government for effective implementation of the scheme?

Answer

THE MINISTER OF TEXTILES (SHRI SYED SHAHNAWAZ HUSSAIN)

(a) to (d): A statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (d) OF LOK SABHA STARRED QUESTION NO.296 FOR ANS ON 8.8.2003.

(a): The main objectives of marketing support and Service scheme are as under:-

(i) To project Indian handicrafts and create its awareness among the masses by organising a number of marketing events in big and small cities.

(ii) To provide direct marketing outlets to the craftpersons living in far flung, remote and hilly areas by inviting them for participation in various marketing events/historical melas in different cities for augmenting their sales eliminating the role of middlemen.

(iii) To provide financial assistance to State Handicrafts Corporations, Apex Cooperatives and prominent NGOs for opening new Emporia at suitable places to enable the craftpersons to have permanent sales outlets for their products.

(iv) To establish direct contact of the craftpersons with the exporters and marketing organisations for regular and continuous flow of orders without middlemen by organising Buyers-Sellers Meets.

(v) To provide financial assistance to Institutions, Societies, organisation, Corporations and NGOs in the field of handicrafts to project, popularize and promote handicrafts by undertaking market related activities with ultimate objective to augment the employment and income of craftpersons.

(vi) To set up various types of Haats at prime locations in the country to provide adequate direct marketing facilities to the craftpersons by rotation to ensure their full employment and economic development.

(vii) To develop entrepreneurship among the craftpersons by way of organising workshops, training, seminars, etc.

(viii) To project handicrafts within the country by creating greater awareness about the crafts by way of publicity both through print as well as electronic media.

(b): The details of funds released under the scheme to Central/State Handicrafts corporations during the last three years is as under:-

Sl.No.	Year	Funds released (Rs. In laksh)
1.	2000-2001	688.69
2.	2001-2002	683.56
3.	2002-2003	524.43

Total:- 1896.69

(c): The estimated number of artisans benefited directly/indirectly and organisation benefited during the last three years are as under:-

Sl.No.	Year	Artisan benefited (estimated)	Organisation benefited
1.	2000-2001	65760	243
2.	2001-2002	106520	277
3.	2002-2003	74360	285
	Total:-	246640	805

(d): The steps taken/proposed to be taken for effective implementation of the scheme include: issue of identity cards to the bonafide artisans; nomination of artisans in various urban haats on rotational basis; setting up of regional level screening committee with representatives drawn from concerned state Governments and State Handicrafts Development Corporations; setting up of state level coordination committee under the Chairmanship of Secretary (Industries) of the concerned state Govt; inspection of marketing events by field level functionaries; wide publicity to create awareness amongst the general public to boost domestic sales; assistance provided to Corporations/Apex societies etc. to make them commercially more viable by restructuring/rationalizing the manpower and improving the management efficiency; constitution of Governing Body for Urban Haats and joint inspection committee for Dilli Haat consisting of representative of DC(HC), DC(HL) and Delhi Tourism.